**InternPro Week 1 Report**

**Intern Details**

* **Name**: Sivakumar Balaji (Team lead of group 11)
* **Domain**: AIML
* **Member Type**:  
  *(Select one and write below)*
  + **Prime** or **Normal**: Normal

**Week 1 Progress Overview**

* **Task Assigned**: Initiate development of an AI-powered lead scoring system for CRM platforms.
* **Work Done**:

Conducted foundational research on CRM systems and their role in lead management.

Identified key attributes used in traditional and AI-enhanced lead scoring models.

Explored publicly available CRM datasets and began curating a dataset for model training.

Set up the GitHub repository to track project progress and version control.

**Project Details**

**Project Title: AI-Powered Lead Scoring System for CRMs**

**Feature Implemented in Week 1:**

* CRM domain analysis and lead scoring framework design
* Initial dataset collection

**Guidelines Followed:**

1. Ensured reproducibility and documentation of all initial research and scripts
2. Followed best practices for data handling and GitHub repository structuring

**GitHub Repository**

**GitHub Repository Link:**

[*Siva-0317/AI-Powered-Lead-Scoring-System-for-CRMs*](https://github.com/Siva-0317/AI-Powered-Lead-Scoring-System-for-CRMs)

**Project Approach**

We wanted to understand how businesses currently use CRMs to manage leads and identify gaps where AI could enhance decision-making. Our goal was to build a system that could intelligently prioritize leads based on historical data and behavioural signals.

We began by studying CRM workflows and lead qualification criteria. Then, we outlined the key components of an AI-based lead scoring pipeline—data ingestion, preprocessing, model training, and scoring.

We gained a deeper understanding of how CRMs function and how AI can be integrated to improve lead prioritization. We also learned the importance of data quality and feature selection in building predictive models.

**Conclusion**

Week 1 laid the foundation for the AI-powered lead scoring system. By understanding CRM workflows and initiating the data collection process, we’ve set the stage for building a robust and intelligent model in the coming weeks.